

# 2014 Resident Survey Results



# Key Findings

1. Residents continue to enjoy an exceptional quality of life in Bloomington
2. Residents feel safe in Bloomington.
3. Bloomington's drinking water continues to be the most highly rated service.
4. Resident concerns about street repair and maintenance are growing.



# Process

# Survey Vendor



# Methodology

<b>Survey type</b>	Random sample, scientific survey
<b>Assessment method</b>	Mail and online
<b>Timing</b>	May 2 – June 6, 2014
<b>Sample size</b>	3,000 homes
<b>Completed surveys</b>	1,172 (986 in 2013)
<b>Response rate</b>	40% (34% in 2013)
<b>Margin of error</b>	+/-3%
<b>Cost</b>	\$23,280 (\$11,900 paid by State)

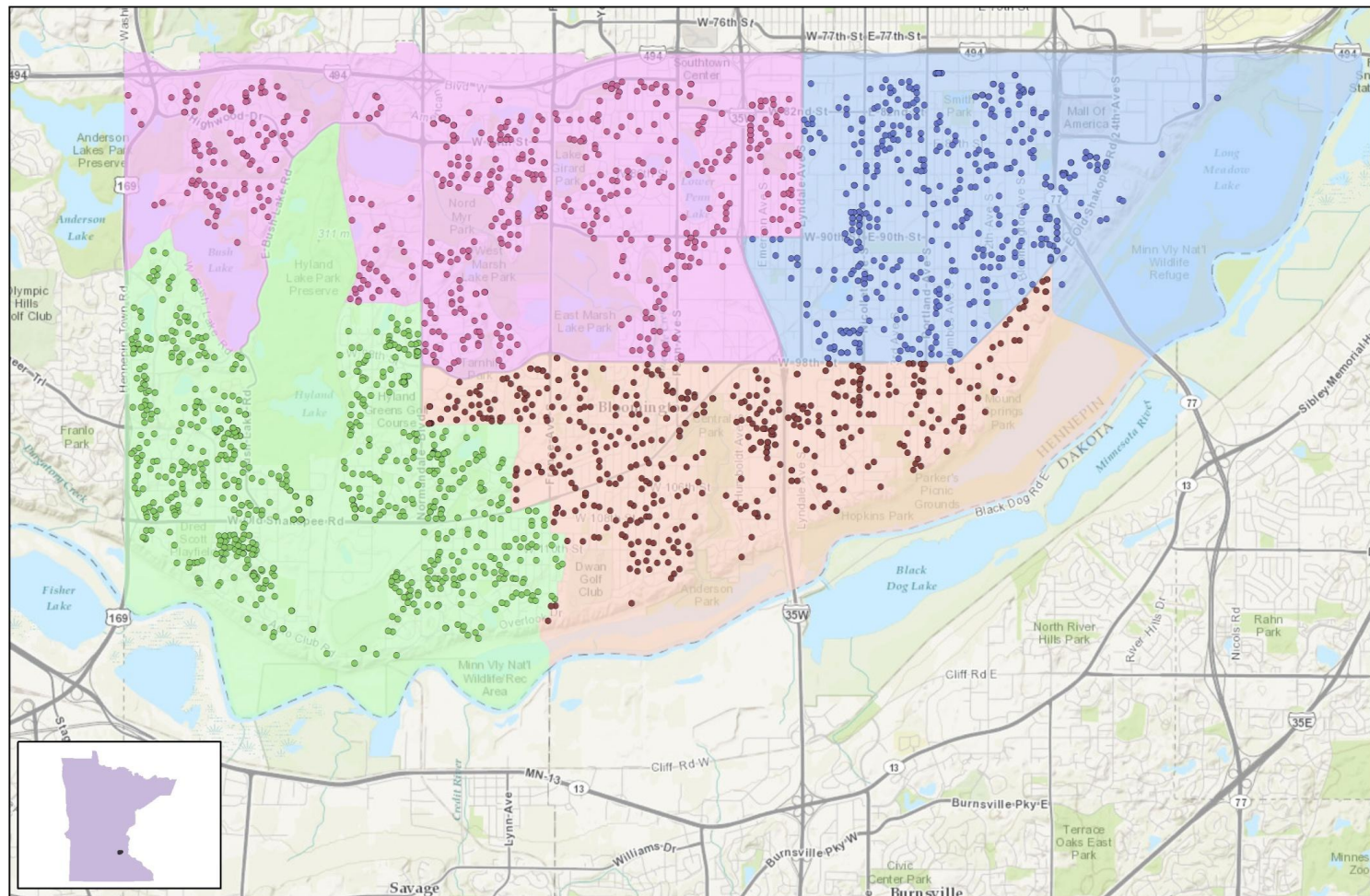
# Benchmark Comparisons

1. NRC database – 500 jurisdictions

2. Selected cities – 21 jurisdictions:

Scottsdale, AZ*	Walnut Creek, CA	Naperville, IL*
Carlsbad, CA	Arvada, CO	Olathe, KS
Concord, CA	Centennial, CO	Overland Park, KS
Livermore, CA	Lakewood, CO	Worcester, MA
Mountain View, CA	Thornton, CO	Rockville, MD
Rancho Cordova, CA	Westminster, CO	Farmington Hills, MI
Sunnyvale, CA*	Sandy Springs, GA	Bellevue, WA*

# Geographic distribution



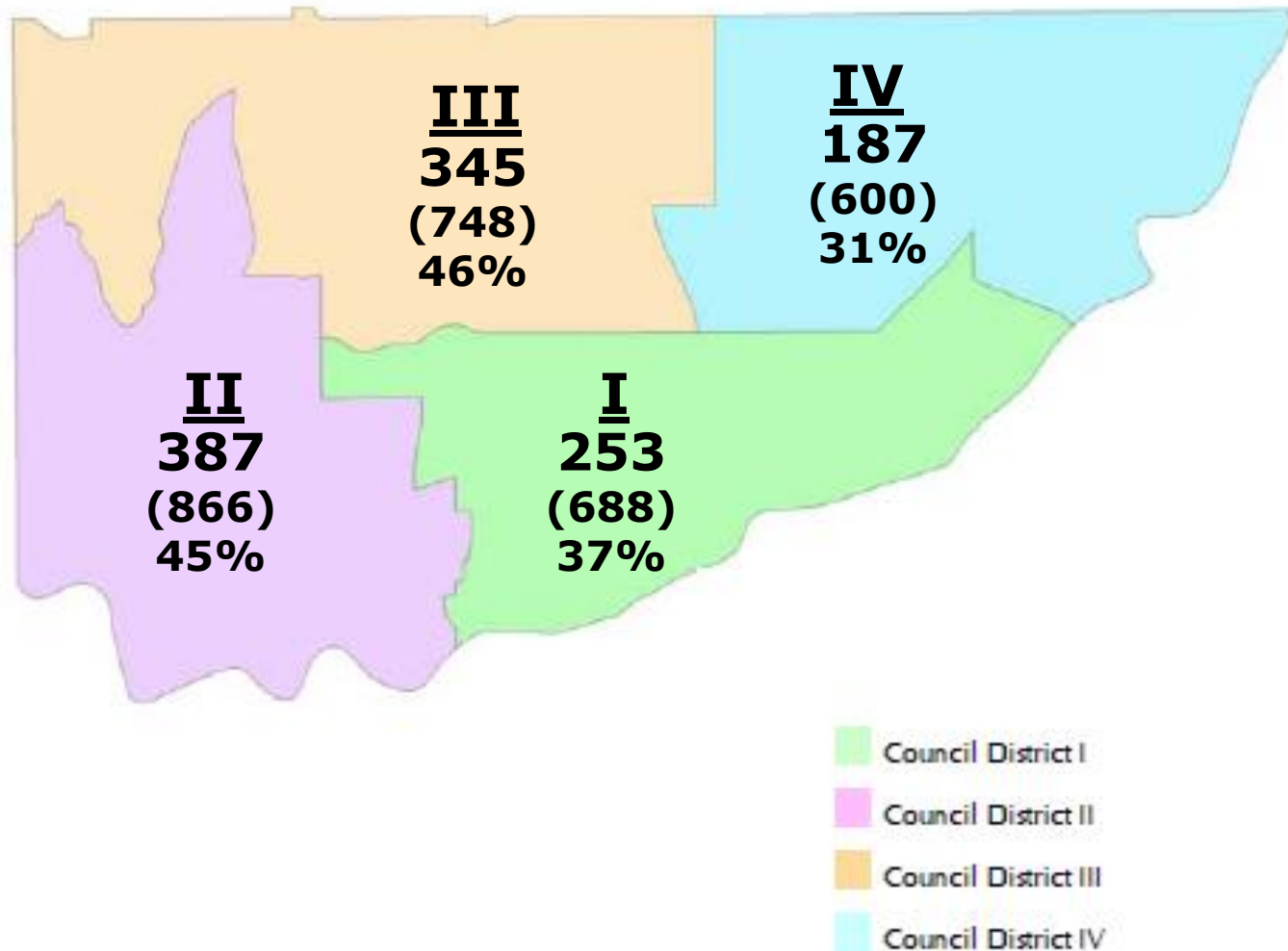
Survey Recipients in Bloomington, MN

- In Council Dist I
- In Council Dist II
- In Council Dist III
- In Council Dist IV

0 4 8 Miles



# Responses by Council District





# Demographics

# Respondent Profile

## **Gender**

Female	53%
Male	47%

## **Housing Status**

Own	71%
Rent/other	29%

## **Employment Status**

Full-time	58%
Part-time	12%
Unemployed	6%
Retired	24%

## **Length of Residency**

Less than 2 years	15%
2-5 years	14%
6-10 years	15%
11-20 years	18%
More than 20 years	38%

# Respondent Profile

## **Children under Age 17**

No	71%
Yes	29%

## **Age 65+ Adults**

No	70%
Yes	30%

## **Race\***

White	86%
Asian	7%
Black/African American	6%
American Indian	1%
Hispanic/other	3%

\*Total exceeds 100% as respondents could select more than one option.

# Respondent Profile

## **Age**

18-24 years	3%
25-34 years	22%
35-44 years	15%
45-54 years	19%
55-64 years	15%
65-74 years	12%
75 years+	14%

## **Household Income**

Less than \$25,000	12%
\$25,000-\$49,999	26%
\$50,000-\$99,999	34%
\$100,000-\$149,999	17%
\$150,000 or more	11%

# Respondent Profile

## **Effect of Economy**

Very positive	6%
Positive	23%
Neutral	50%
Somewhat negative	18%
Very negative	3%

## **Primary phone**

Cell	49%
Land line	32%
Both	19%

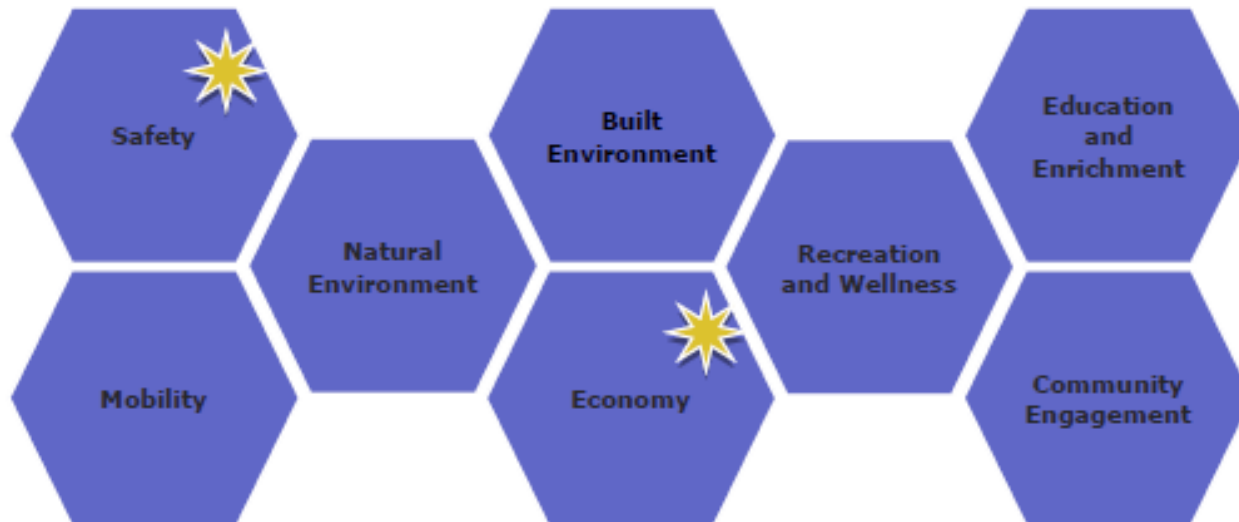
# Survey Highlights

# Quality of Life in Bloomington

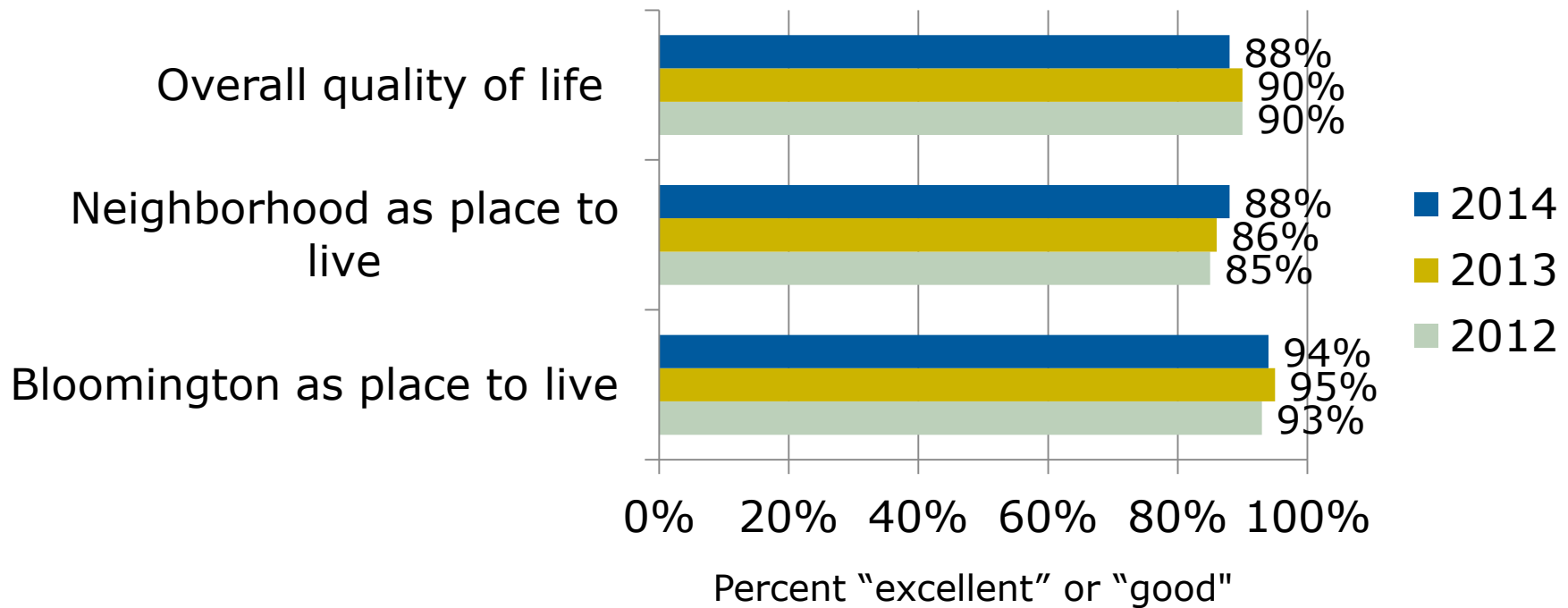
## Legend

- Higher than national benchmark
- Similar to national benchmark
- Lower than national benchmark

★ Most important

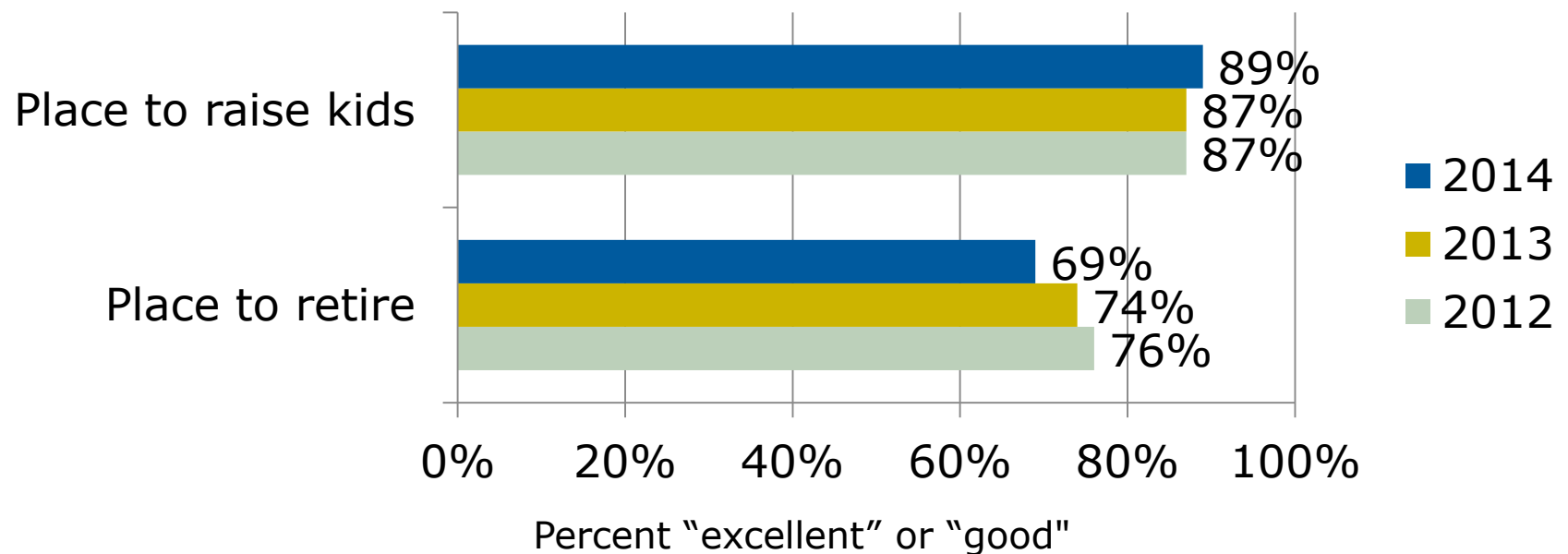


# Quality of Life in Bloomington

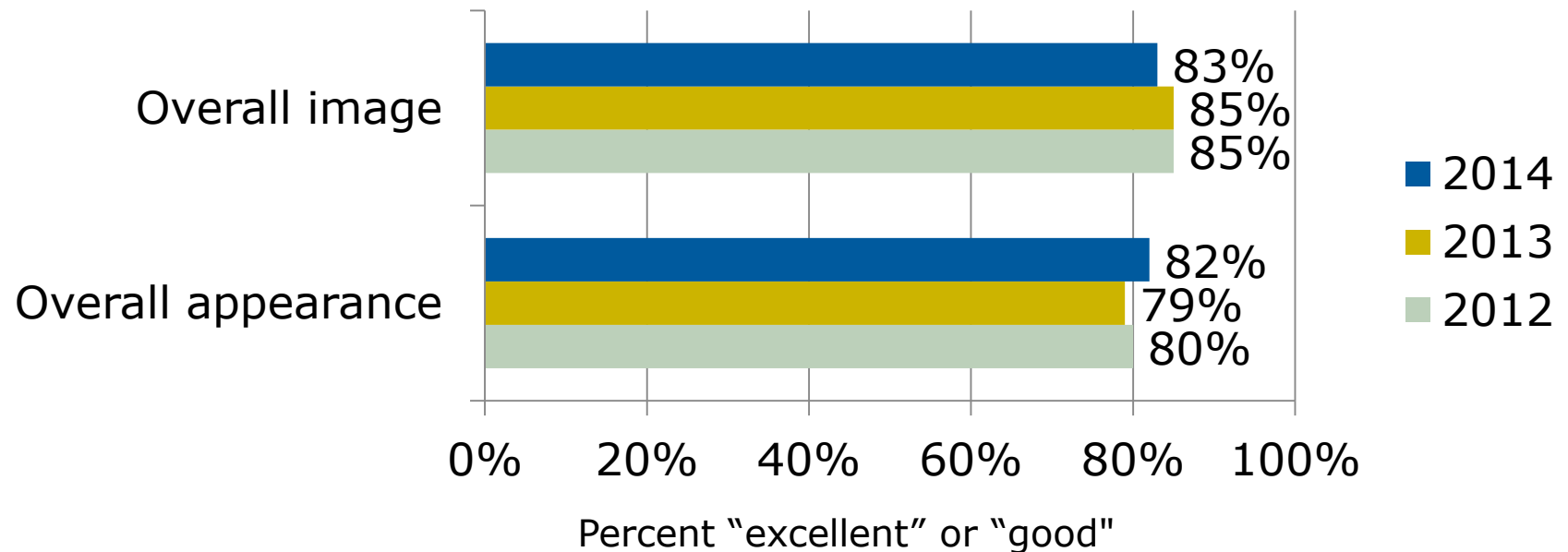




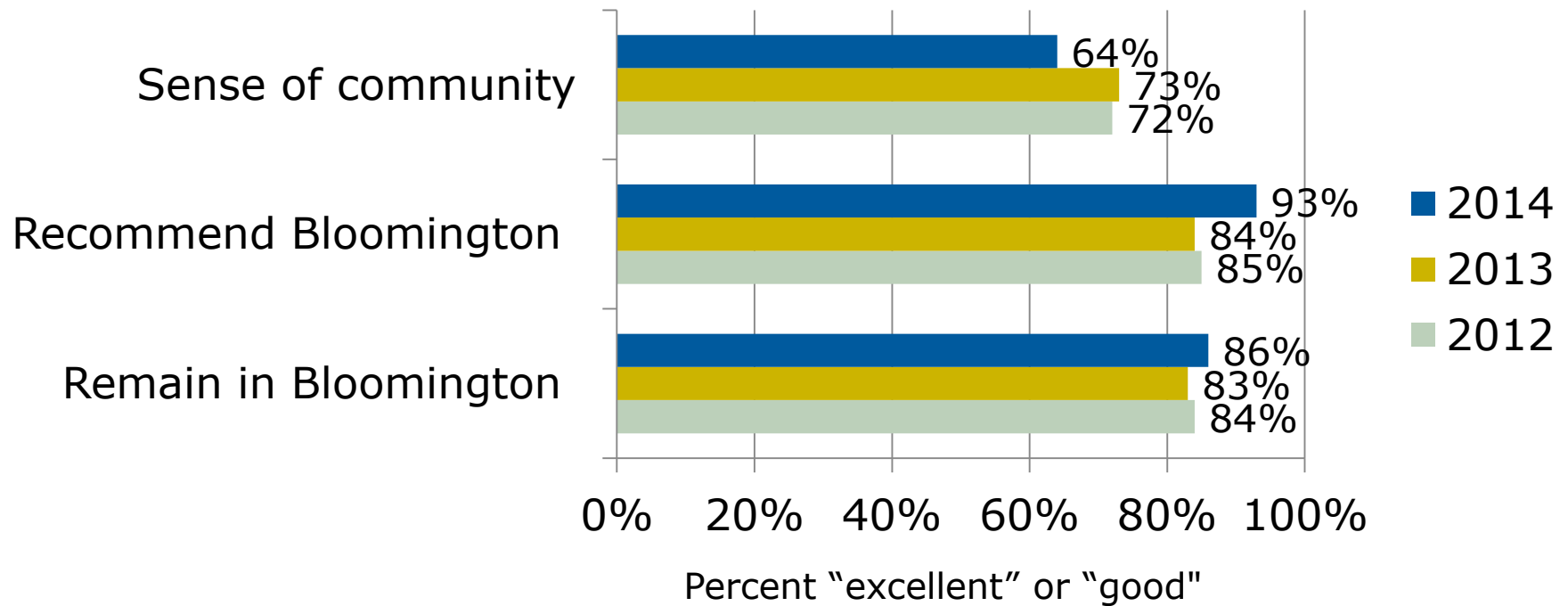
# Quality of Life in Bloomington



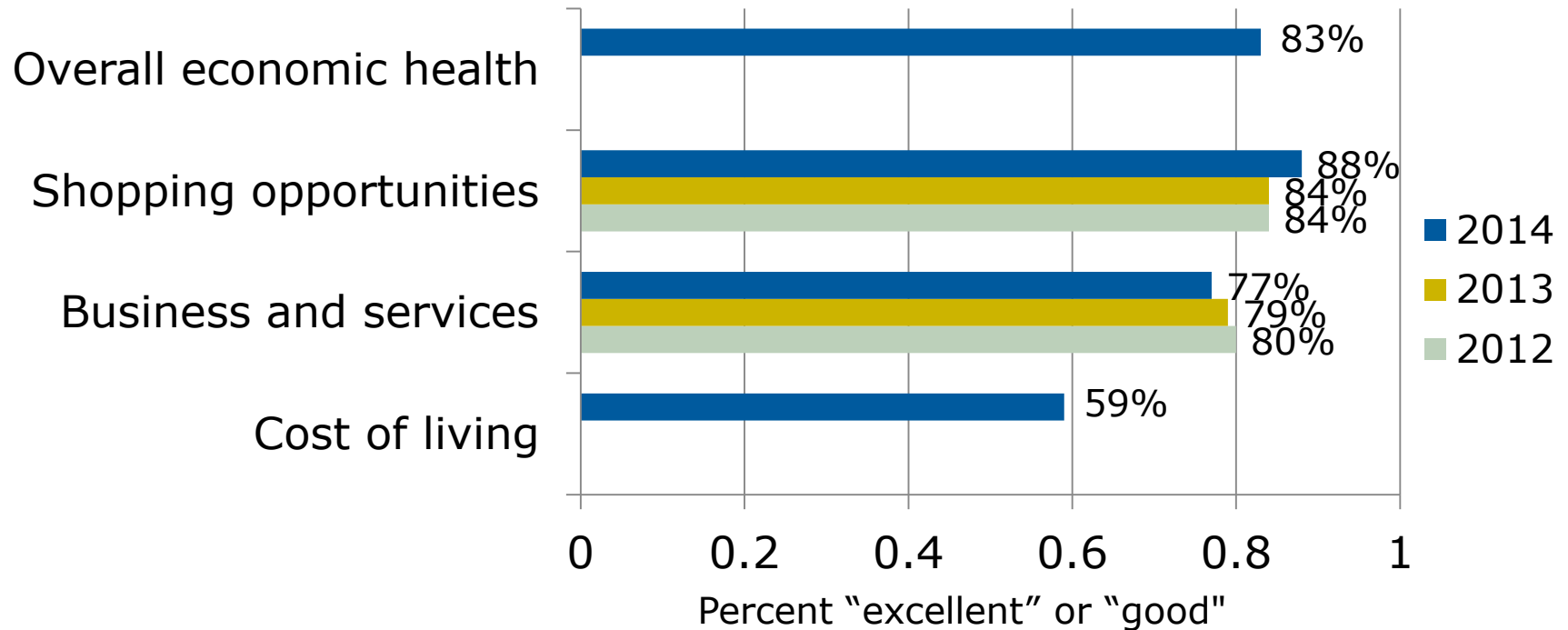
# Quality of Life in Bloomington



# Participation



# Economy

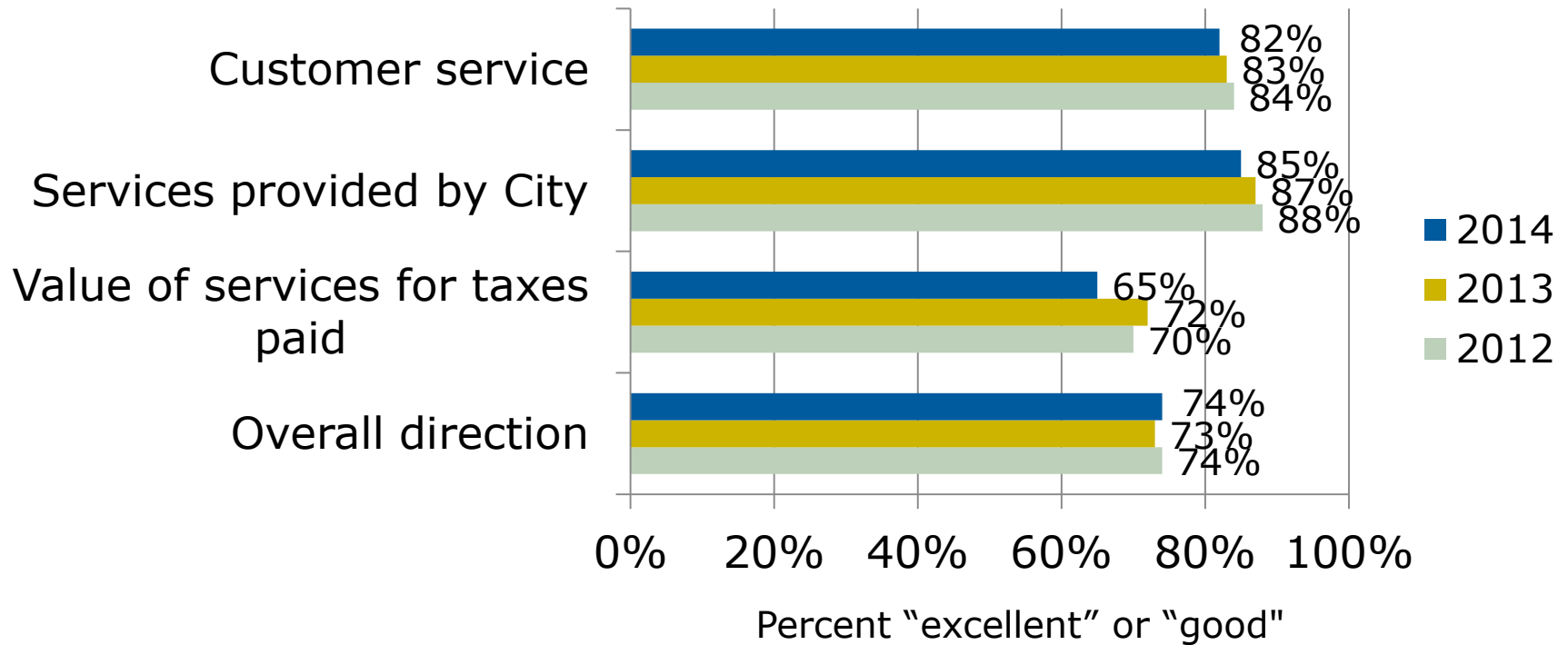


## Benchmark Comparisons

- ✓ **Shopping opportunities:** Top 5% nationwide (#12); #3 among peer cities.
- ✓ **Cost of living:** Top 25% nationwide.



# City Services

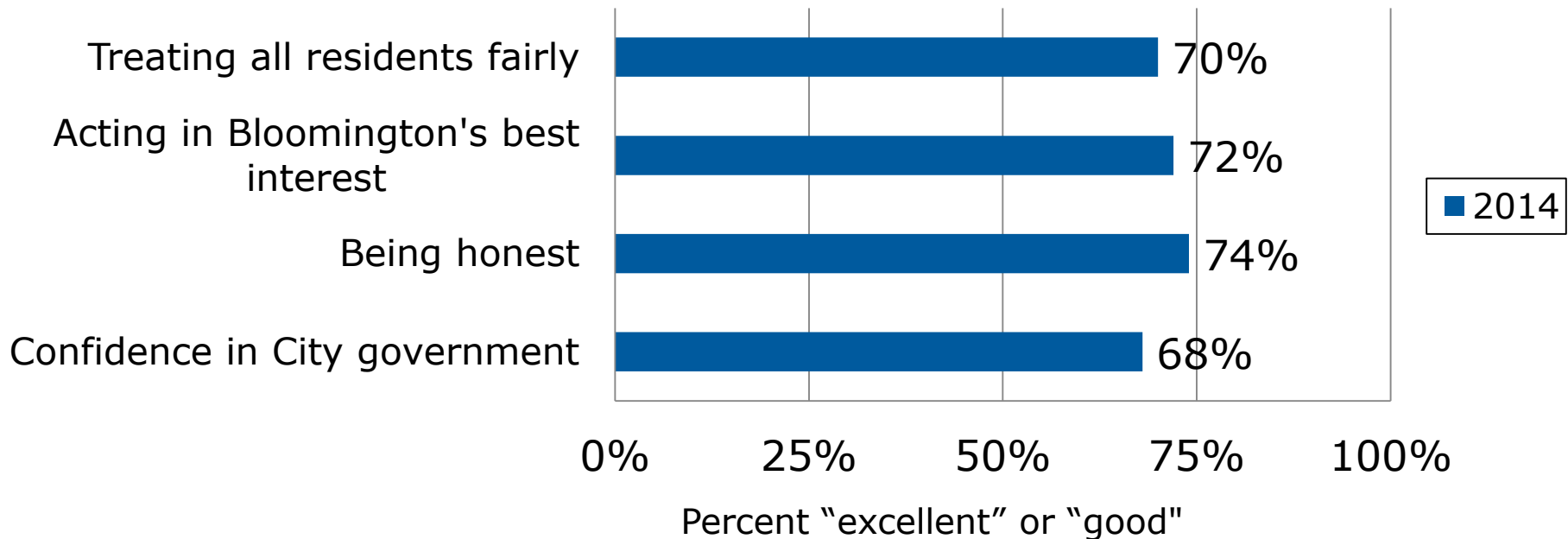


## Benchmark Comparisons

- ✓ **City services:** Top 20% nationwide.
- ✓ **Value of services for taxes paid:** Top 25% nationwide.
- ✓ **Overall direction:** Top 20% nationwide.



# City Services



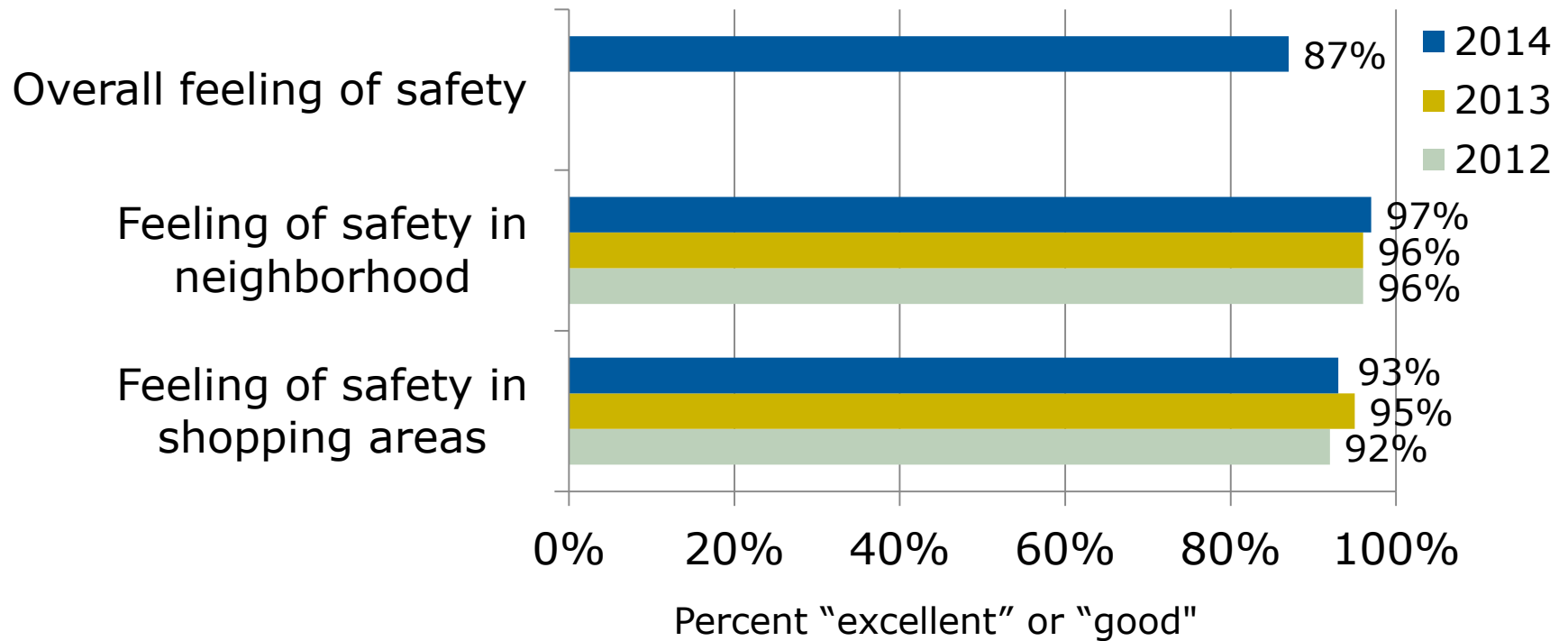
## Fast Facts

✓ **Treating all residents fairly:** Higher than national benchmark.

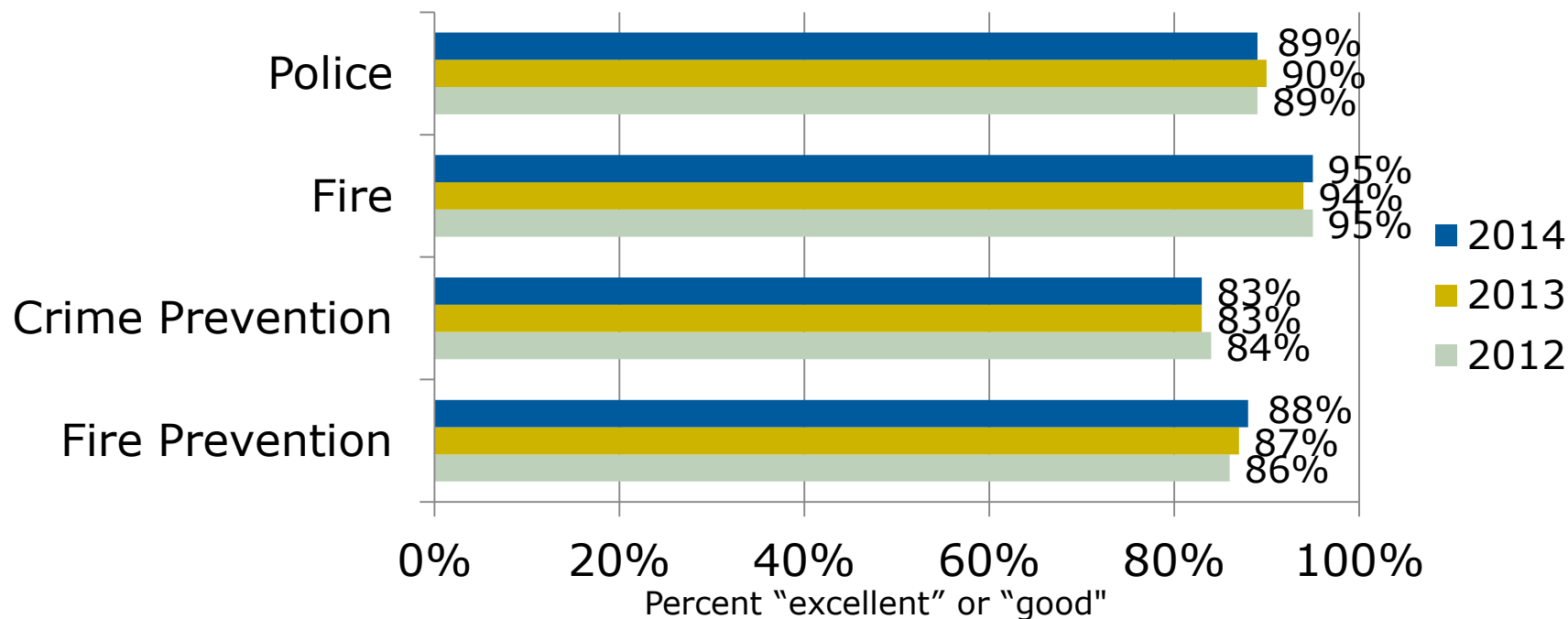
✓ **Being honest:** Higher than national benchmark



# Safety



# Safety



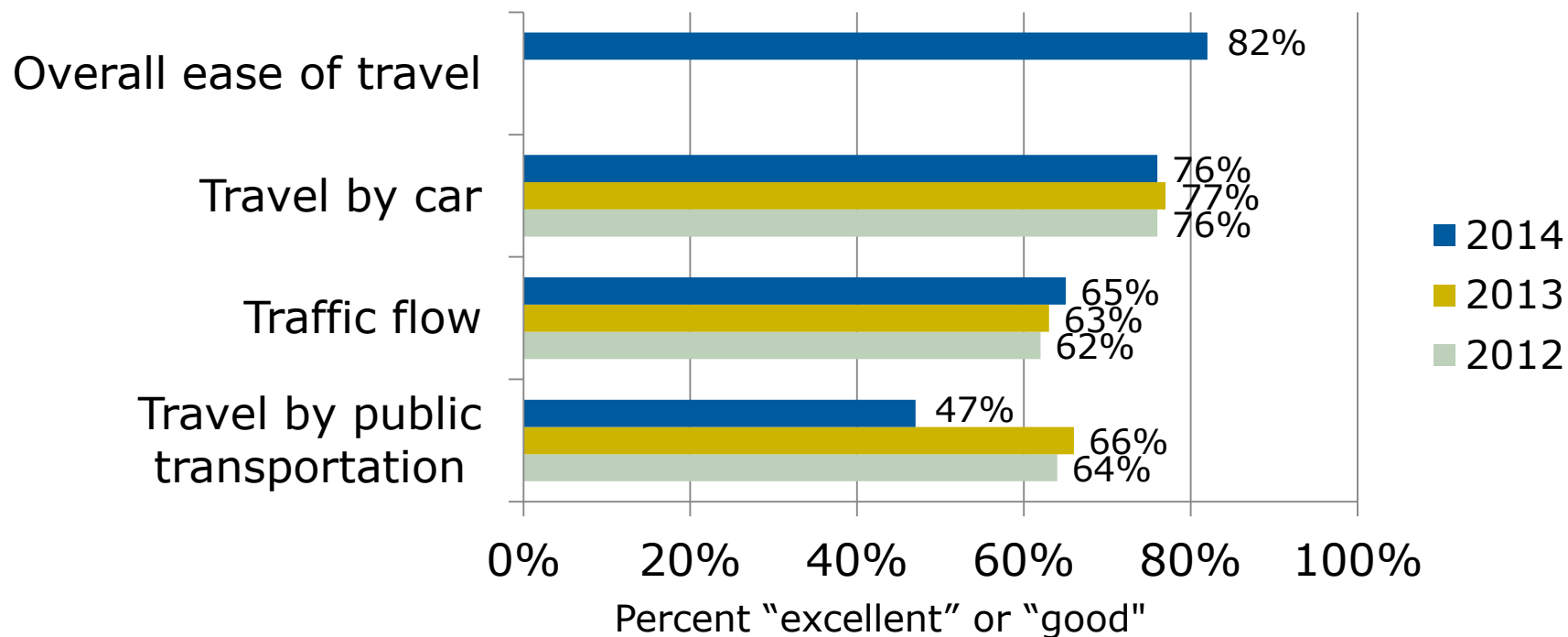
## Fast Facts

- ✓ **Police:** Top 20% nationwide.
- ✓ **Fire:** Top 25% nationwide.
- ✓ **Crime prevention:** Top 25% nationwide; #3 of peer cities.
- ✓ **Fire prevention:** Top 25% nationwide; #3 of peer cities.





# Mobility



## Fast Facts

✓ **Traffic flow:** Top 25% nationwide; #3 among peer cities.



# Mobility

In the last 12 months...

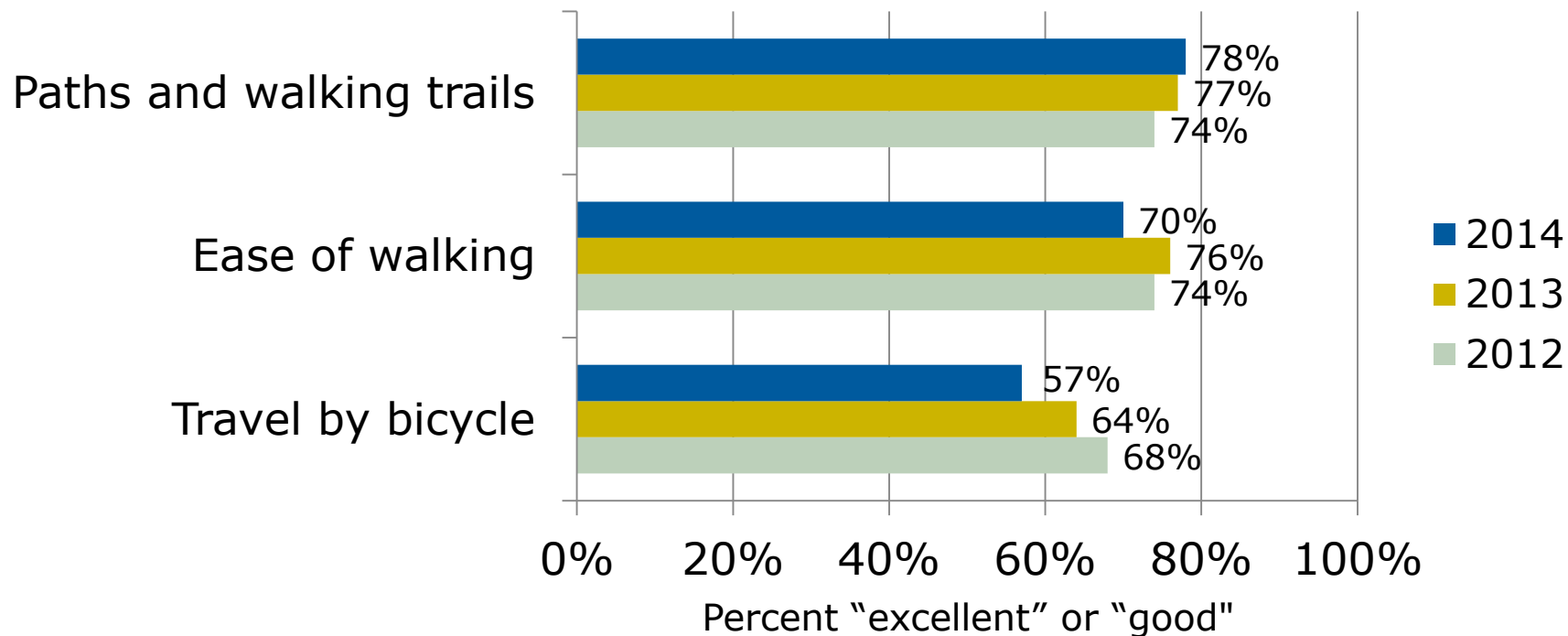
		Change from 2013	National Benchmark*
41%	used public transportation.	NA	Much higher
41%	carpooled instead of driving alone.	NA	Similar
54%	Walked/biked instead of driving.	NA	Lower

Percent rating positively (e.g., always/sometimes, more than once a month, yes)

\*National benchmark using 2-point scale.



# Mobility

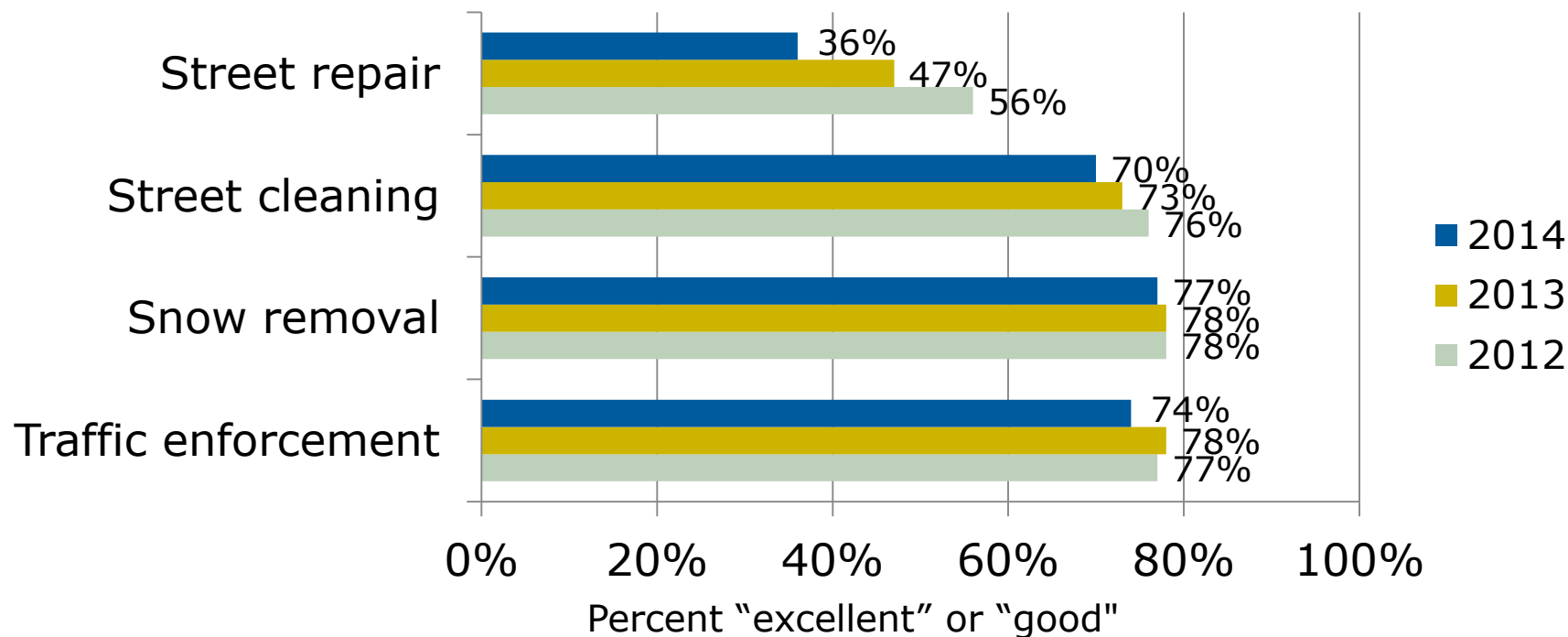


## Fast Facts

✓ **Paths and walking trails:** Top 25% nationwide.



# Mobility



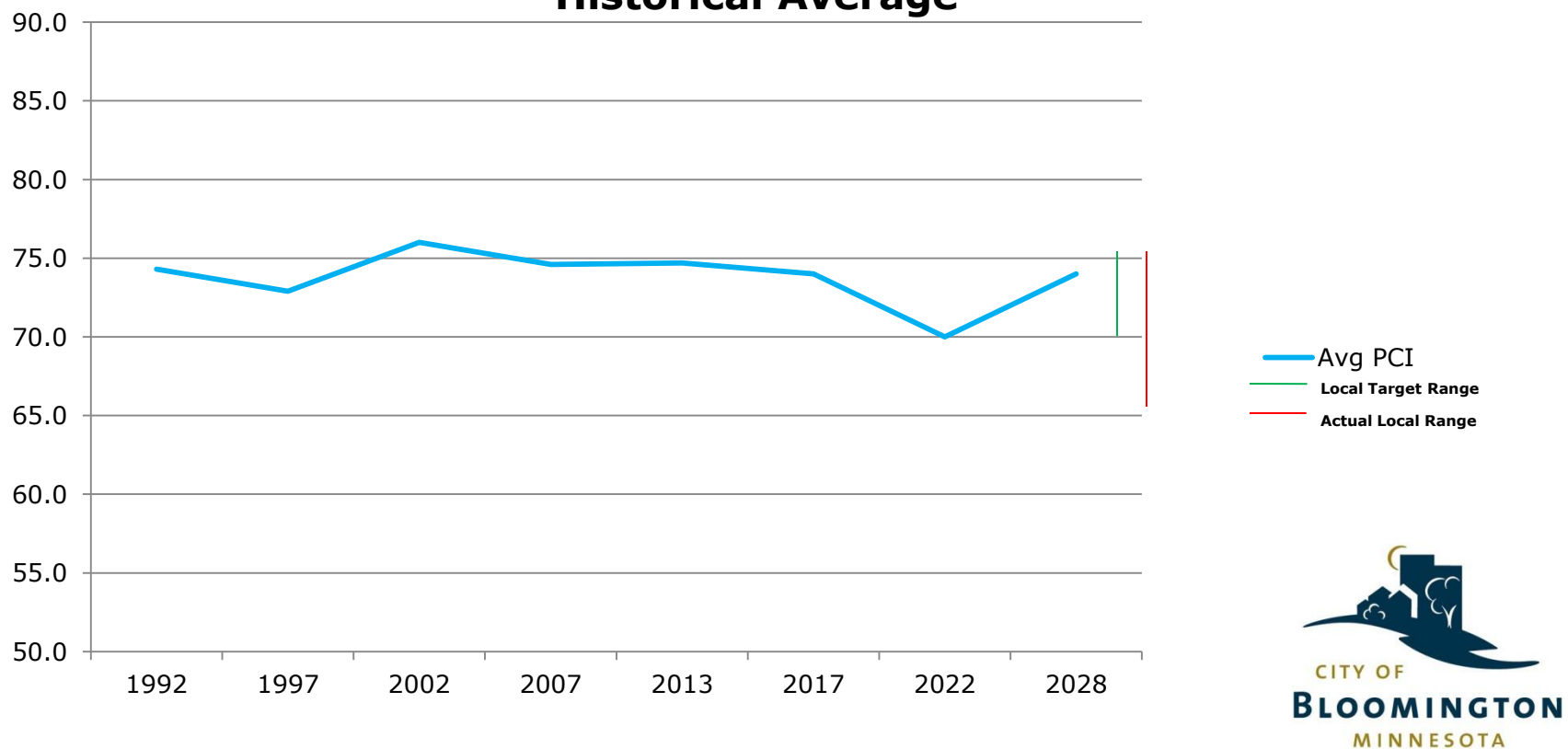
## Fast Facts

- ✓ **Street repair:** Lower one-third nationwide.
- ✓ **Snow removal:** Top 15% nationwide; #3 among peer cities.

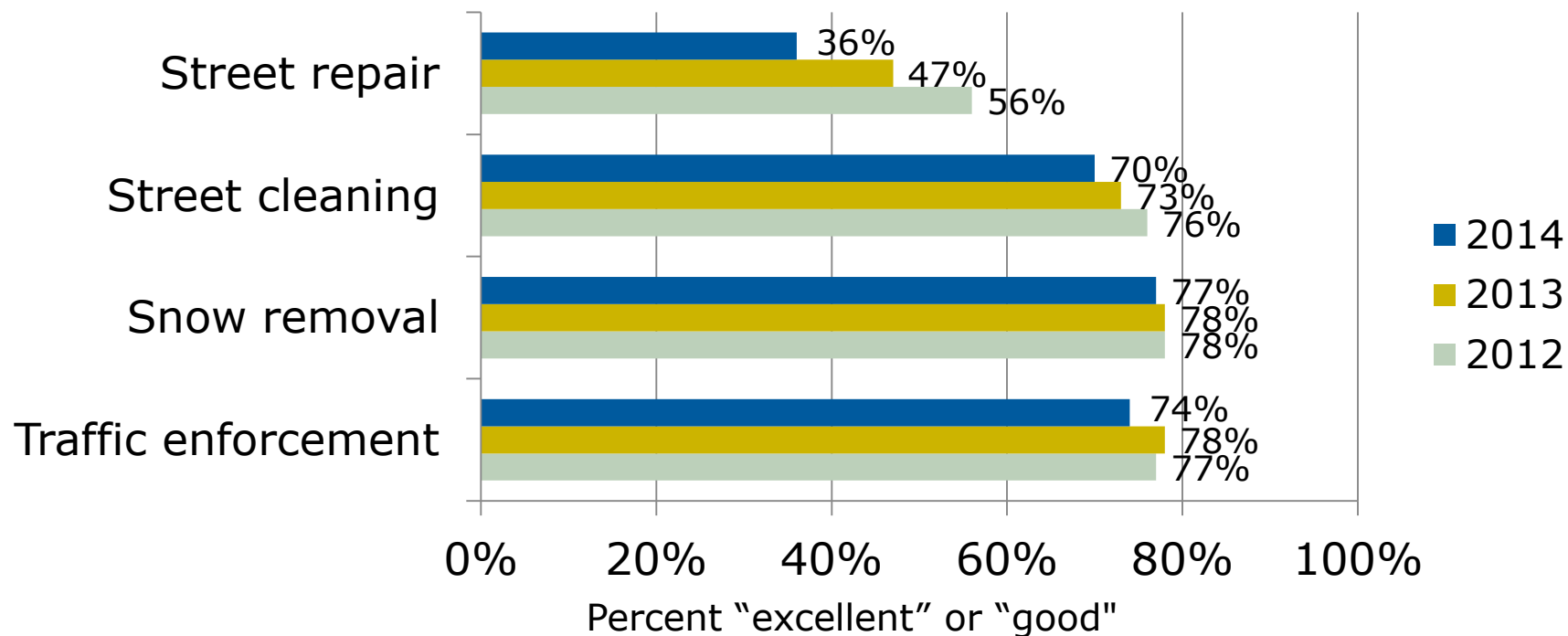


# Mobility

## Pavement Condition Index Historical Average



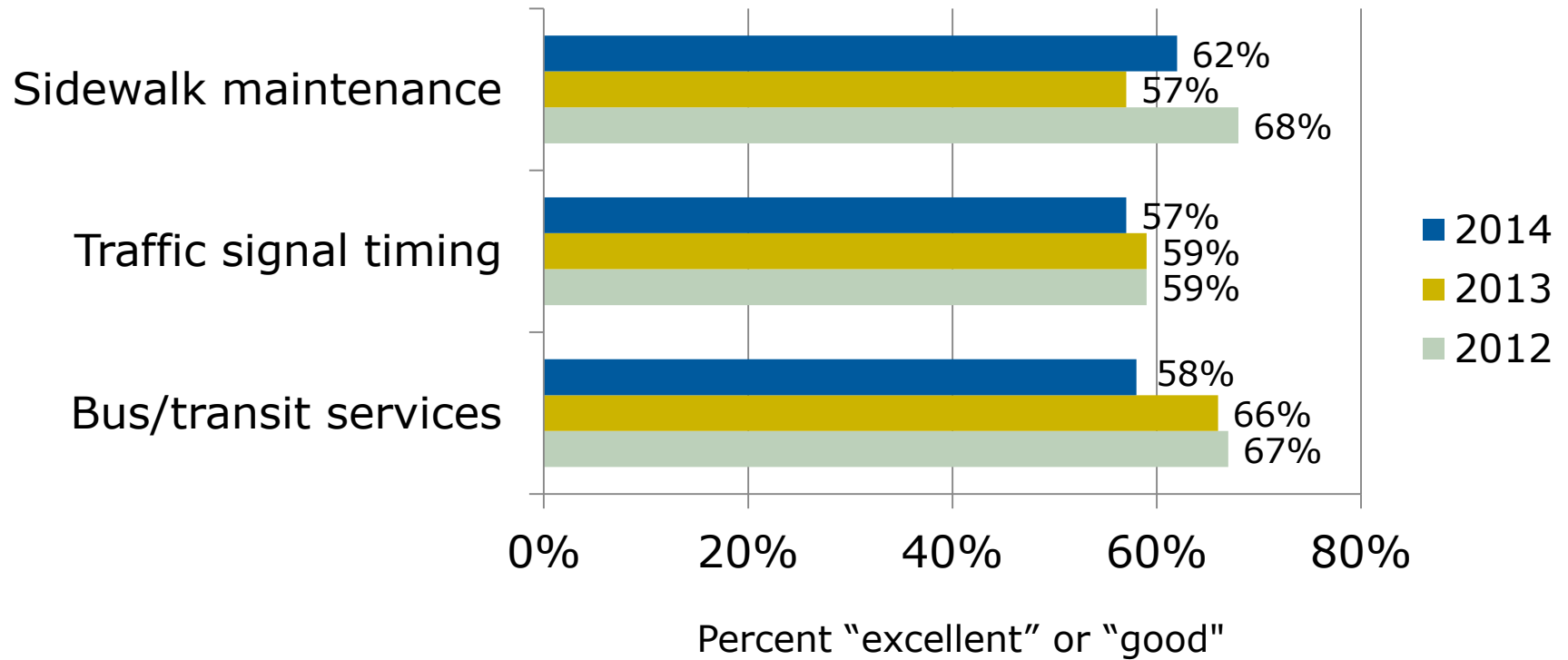
# Mobility



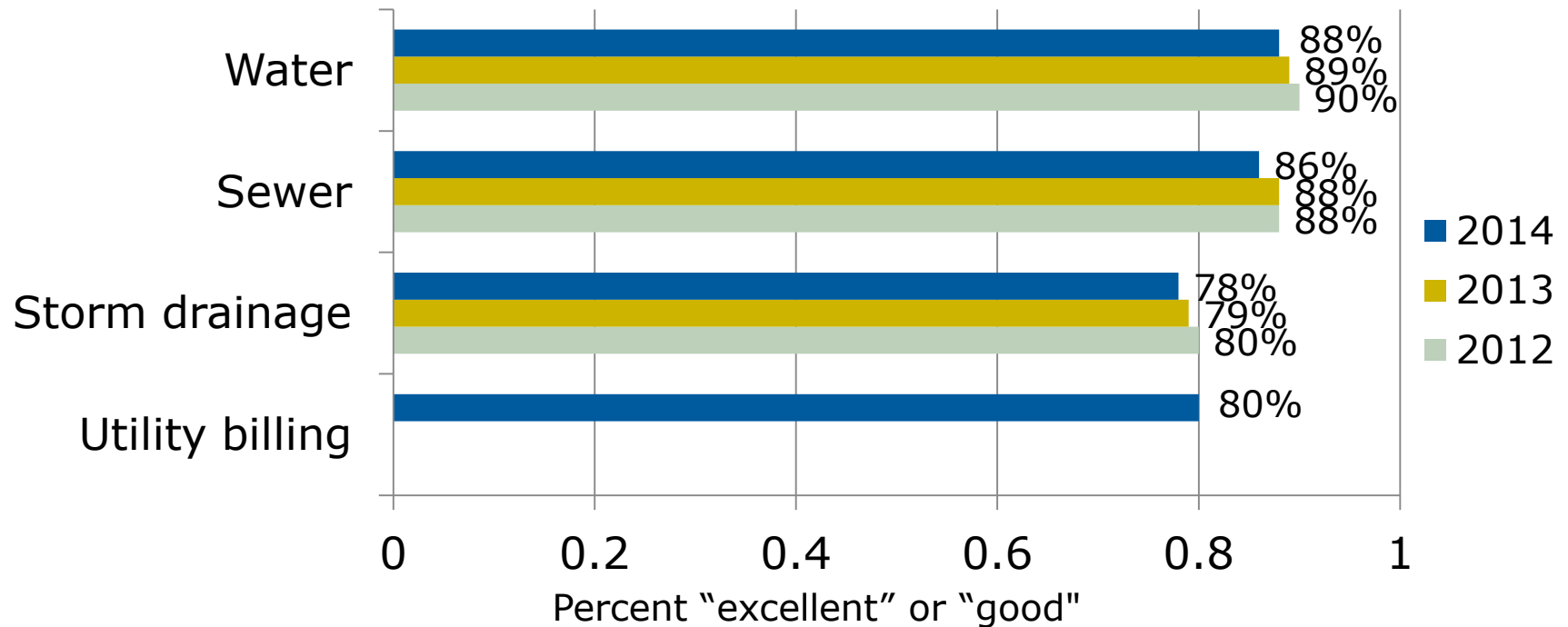
## Fast Facts

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# Mobility



# Environment



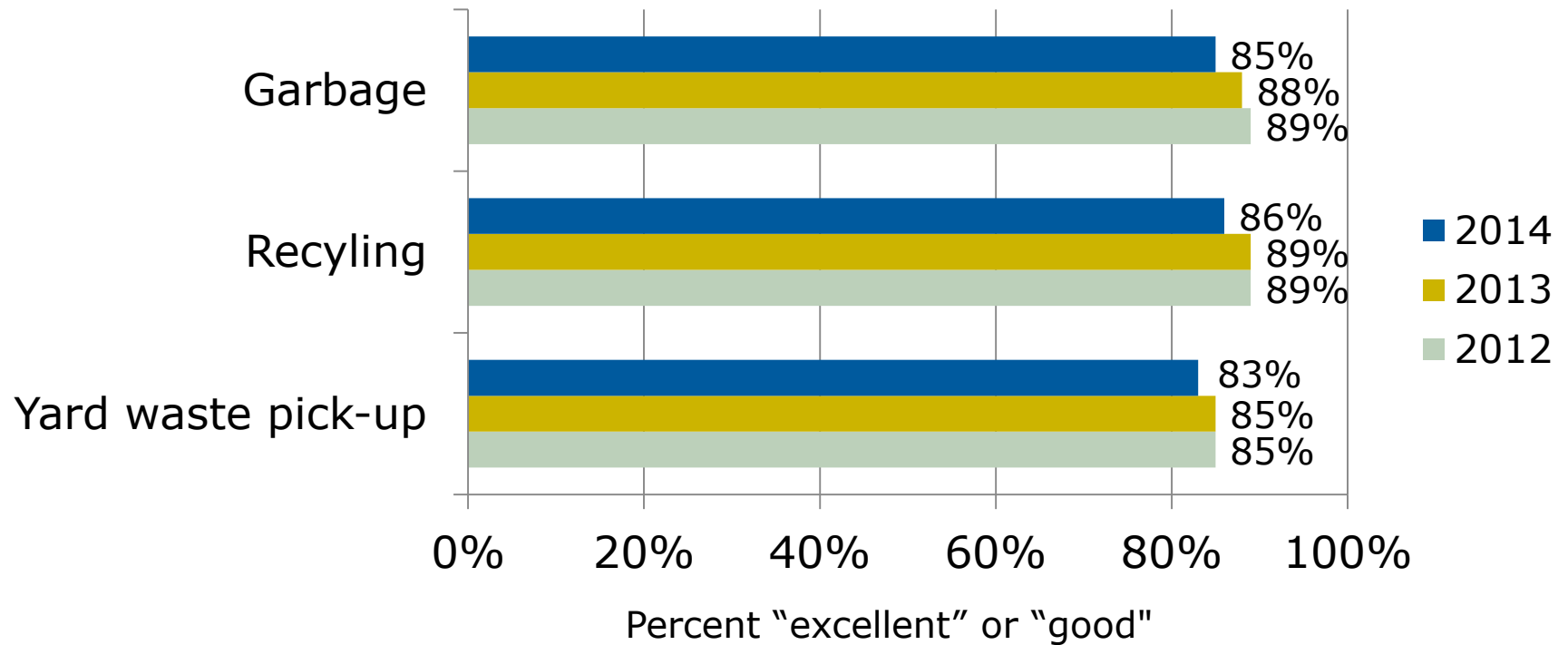
## Fast Facts

- ✓ **Water:** #9 nationwide; **#1 among peer cities**
- ✓ **Sewer:** Top 15% nationwide; #3 among peer cities
- ✓ **Storm drainage:** Top 15% nationwide; #3 among peer cities

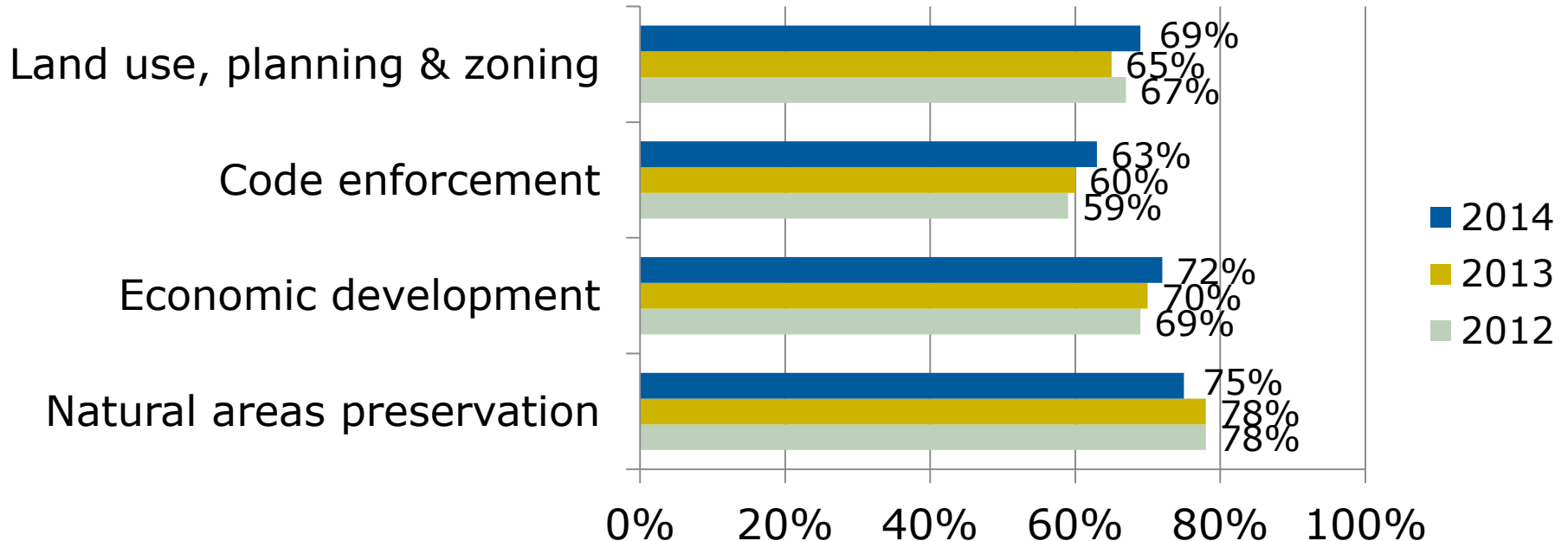




# Environment



# Environment



## Fast Facts

- ✓ **Land use, planning and zoning:** Top 10% nationwide; #3 among peer cities.
- ✓ **Code enforcement:** Top 25% nationwide.
- ✓ **Economic development:** Top 10% nationwide; #2 among peer cities.
- ✓ **Natural areas preservation:** Top 15% nationwide



# Environment

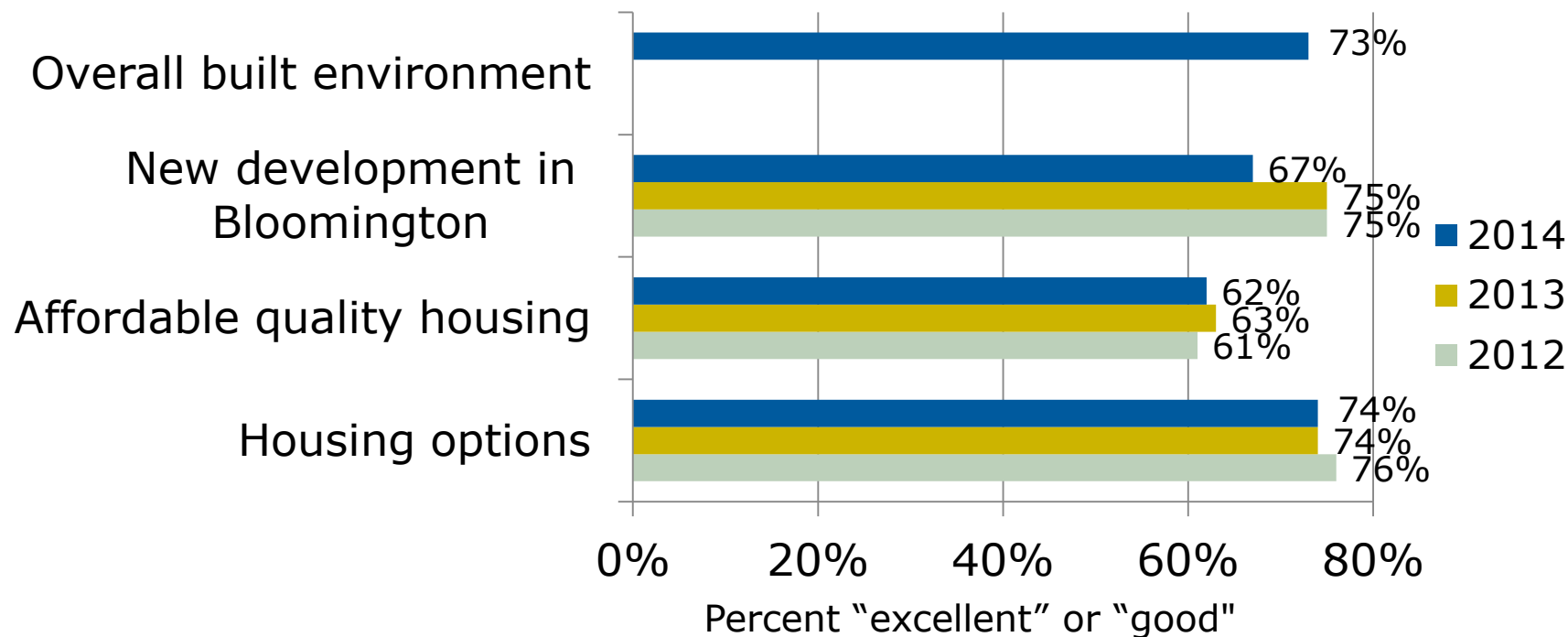
In the last 12 months...

		Change from 2013	National Benchmark*
77%	conserved water.	NA	Much lower
74%	made home more energy-efficient.	NA	Lower
94%	recycled at home.	-1%	Much higher

Percent rating positively (e.g., always/sometimes, more than once a month, yes)

\*National benchmark using 2-point scale.

# Housing and Development



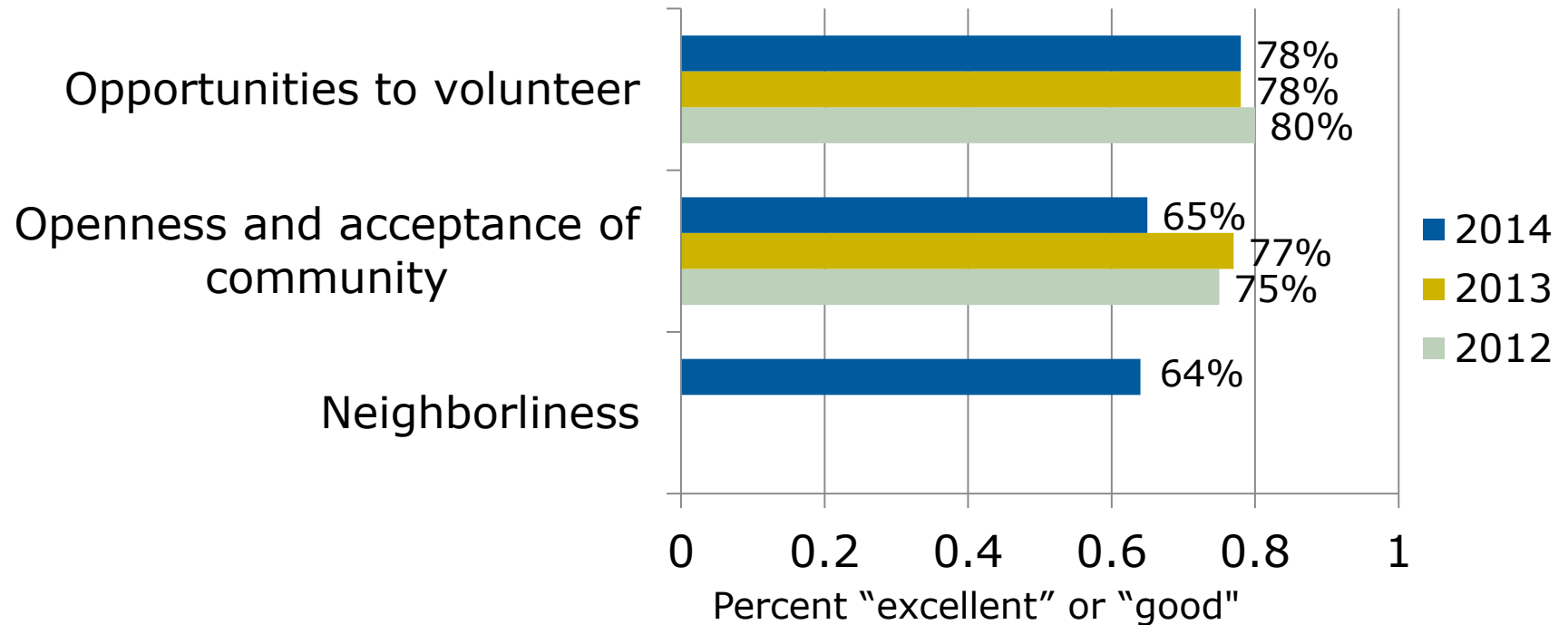
## Fast Facts

✓ **Affordable quality housing:** Top 20% nationwide; #3 among peer cities.

✓ **Housing options:** Top 20% nationwide; #3 among peer cities.



# Engagement



# Engagement

In the last 12 months...

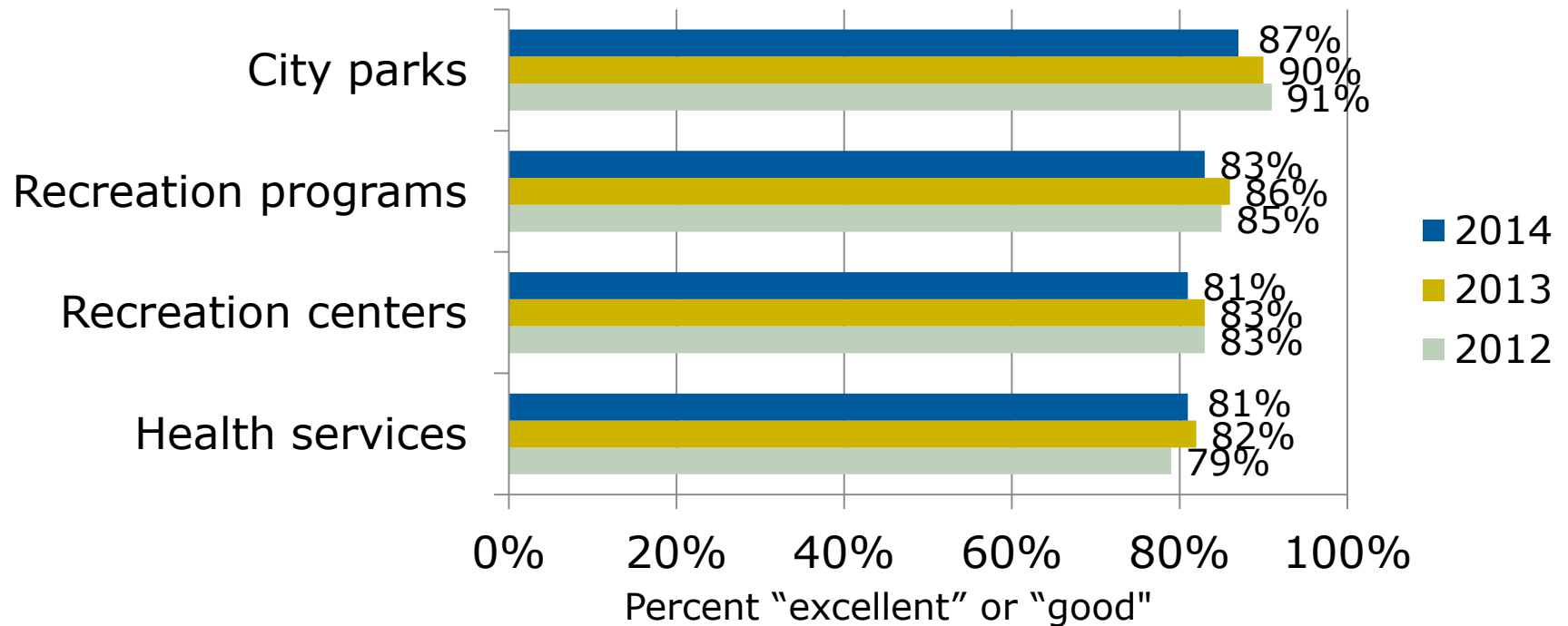
		Change from 2013	National Benchmark*
83%	talked to/visited with neighbors.	NA	Higher
84%	had voted in local elections.	-4%	Much higher
35%	had volunteered.	-5%	Much lower
14%	attended a local public meeting.	-4%	Much lower
15%	contacted local elected officials.	NA	Lower

Percent rating positively (e.g., always/sometimes, more than once a month, yes)

\*National benchmark using 2-point scale.



# Recreation and Wellness



## Fast Facts

- ✓ **Health services:** Top 25% nationwide.
- ✓ **Recreation centers:** Ranked #9 among 12 peer cities.



# Recreation and Wellness

In the last 12 months...

Change  
from 2013

National  
Benchmark\*

88%

engaged in physical activity.

NA



84%

visited a City park.

-1%



35%

used a City recreation center.

-10%



84%

ate 5 fruits and vegetables.

NA



66%

in very good to excellent health.

NA



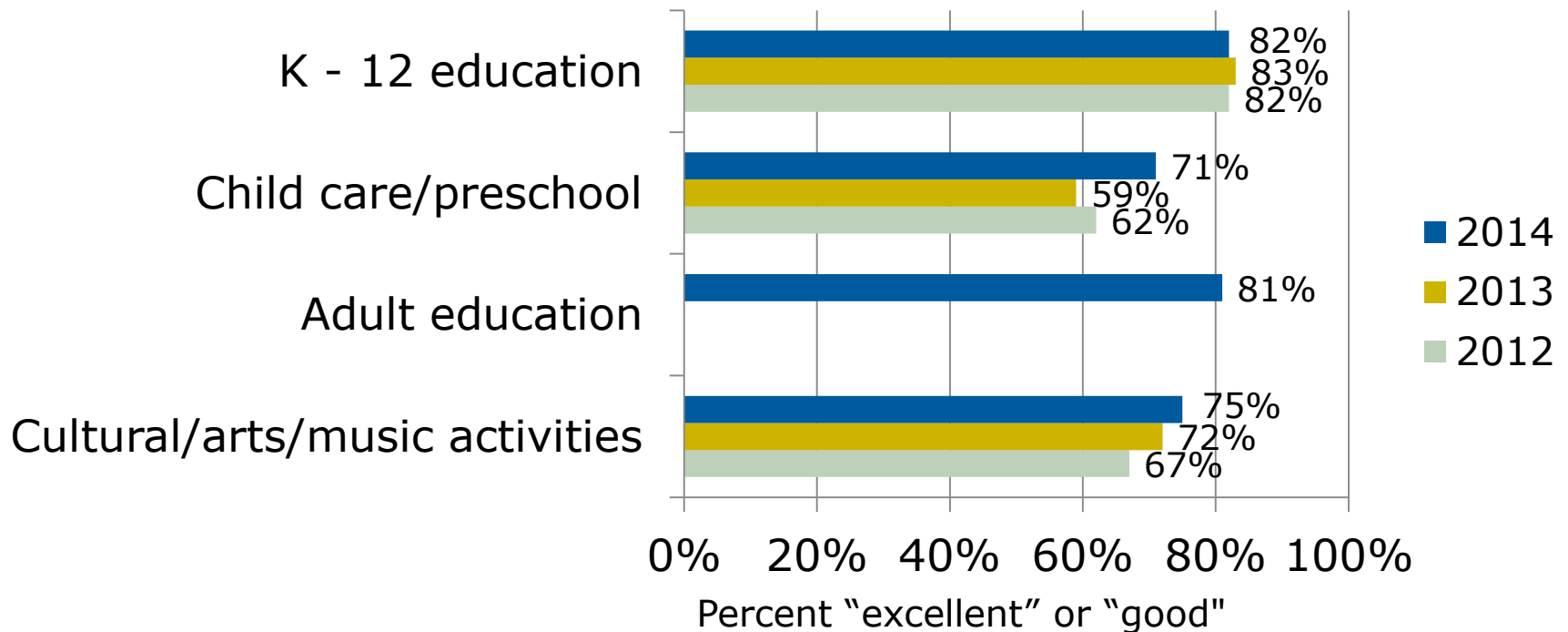
Percent rating positively (e.g., always/sometimes, more than once a month, yes)

\*National benchmark using 2-point scale.





# Education and Enrichment

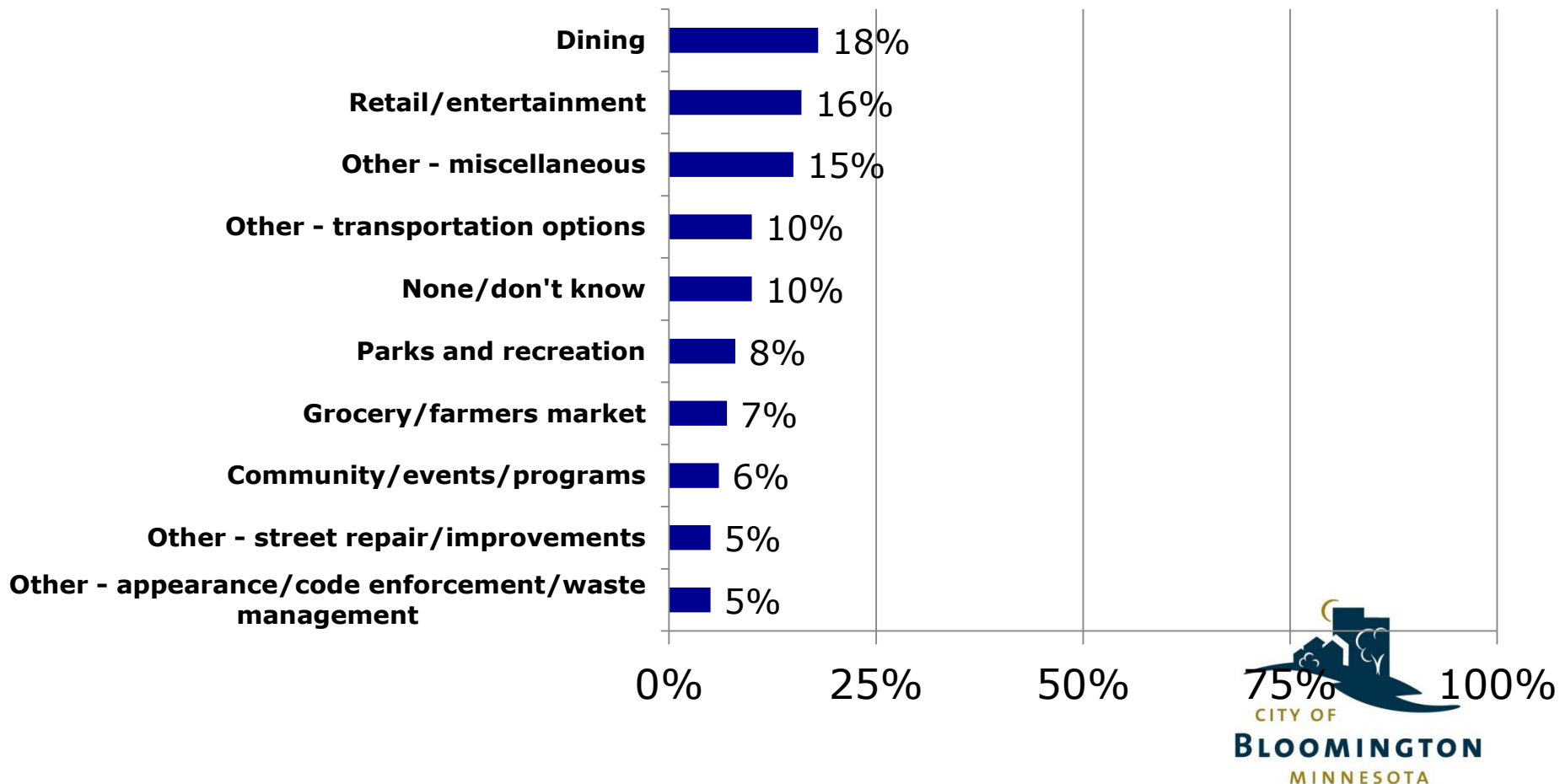


## Fast Facts

- ✓ **K-12 education:** #3 among peer cities.
- ✓ **Child care/preschool:** Top 10% nationwide; #1 among peers.
- ✓ **Adult education:** Top 20% nationwide.
- ✓ **Cultural/arts/music activities:** Top 25% nationwide.



# What types of services, activities or shopping opportunities not located in Bloomington would you like to see in Bloomington?



**Next steps**

# From Data to Action

- Incorporated 2014 results into performance measures report for State Auditor's office.
- Utilize data for strategic budgeting purposes.
- Dig into the data in more detail.
- Publicize survey results.
- Include survey in 2015 budget.



**Questions?**